

APR 24 2006

WORKMAN NYDEGGER
A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111
TELEPHONE (801) 533-9800
FAX (801) 328-1707

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From: Paige P. Ahlstrom for JENS C. JENKINS

Serial No. 09/991,025

Comments: Please see attached.

Docket No.: 14531.122

Customer No. 047973

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PATENT APPLICATION

Docket: 14531.122

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of

Stuart Ozer, et al.

Serial No.: 09/991,025

Filed: **November 21, 2001**

Confirmation No.: 8197

**For: METHODS AND SYSTEMS FOR PLANNING
ADVERTISING CAMPAIGNS**

Examiner: Michael P. Van Handel

Customer No. 047973

CERTIFICATE OF FACSIMILE TRANSMISSION

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I hereby certify that this paper is being transmitted via facsimile at facsimile number 801-328-1707 to the Patent and Trademark Office to phone no. 571-273-8300 (Formal Fax No.) on the date shown below.

- Amendment Transmittal Letter (1 page)
- Amendment "A" (17 pages)

Dated this 24 day of April, 2006.


Respectfully submitted,



JENS C. JENKINS
Attorney for Applicant
Registration No. 44,803
Customer No. 047973

PPA0000003191V001

APR 24 2006

AMENDMENT TRANSMITTAL LETTER (Large Entity)					Docket No. 14531.122	
Applicant(s): Stuart Ozer, et al.						
Application No. 09/991,025	Filing Date November 21, 2001	Examiner Michael P. Van Handel	Customer No. 047973	Group Art Unit 2617	Confirmation No. 8197	
Invention: METHODS AND SYSTEMS FOR PLANNING ADVERTISING CAMPAIGNS						
<u>COMMISSIONER FOR PATENTS:</u>						
Transmitted herewith is an amendment in the above-identified application.						
The fee has been calculated and is transmitted as shown below.						
CLAIMS AS AMENDED						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	39	43	0	x \$50.00	\$0.00	
INDEP. CLAIMS	3	5	0	x \$200.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00	
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 23-3178 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038.						
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.						
 Signature			Dated: April 24, 2006			
JENS C. JENKINS Attorney for Applicant Registration No. 44,803 Customer No. 047973			I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on _____ (Date) _____ Signature of Person Mailing Correspondence _____ Typed or Printed Name of Person Mailing Correspondence			
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APR 24 2006

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PATENT APPLICATION
Docket No. 14531.122

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
)
	Stuart Ozer, et al.)
)
Serial No.:	09/991,025) Art Unit
) 2617
Filed:	November 21, 2001)
)
Conf. No.:	8197)
)
For:	METHODS AND SYSTEMS FOR PLANNING)
	ADVERTISING CAMPAIGNS)
)
Examiner:	Michael P. Van Handel)
)
Customer No.:	047973)

AMENDMENT "A"

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of January 24, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 13 of this paper.